

# Understanding Emotional Drivers of Tech-Involved LOB

## Why Emotions are Important

Emotions are what drives your audience to purchase



### Emotional Drivers Provide

Prescriptive feedback about what types of emotional tone/words to use in content, messaging and sales situations

What types of emotional situations to avoid or exploit

## Understanding Tech-Involved LOB's Emotional Drivers is Key to an Effective Marketing Strategy

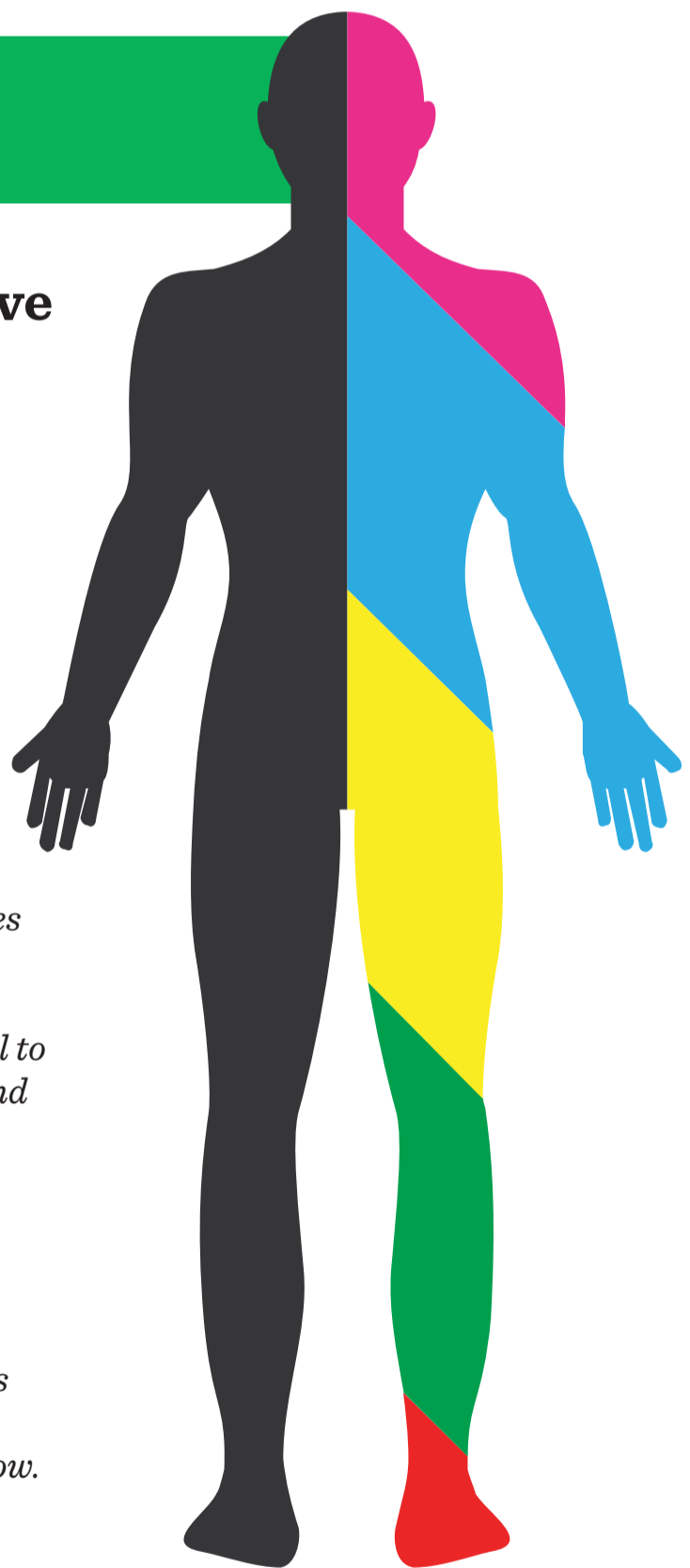
If your marketing is not evoking an emotional response from your target audience, you are making it extremely difficult for your prospective customers to purchase from you.

## Top Emotional Drivers

- Innovative and collaborative
- Driven by challenges
- Customer-centric
- Understanding technology is essential to accomplishing goals

“Satisfying the needs of my customers drives me – they want someone who speaks with authority on technology-related subjects. Ultimately, technology-content is essential to staying relevant, serving my customers, and achieving my goals.”

“At this stage in my career, I am driven by more than just salary and lifestyle – I get great satisfaction from completing projects and goals. After all, I am leaving a lasting legacy of accomplishment for others to follow.”



**Marketers can influence** the **Tech-Involved** LOB by creating and delivering content aligned to their emotional drivers.

For more information on this research, visit:  
[IDG.com/LOBemotion](http://IDG.com/LOBemotion)

